



Targeted Teaching Topic



FRUITCAKE MARKETING

OK, face it. Fruitcake may not be on many people's priority list for gifts they would like to receive this holiday season. But, this much-maligned bakery delight may just need a new marketing "spin."

An anonymous website (www.anonymous1.com/fruitcake/index.html) attempts to do just that. The site proposes a Fruitcake Campaign, with a case study and press release from the FPI: Fruitcake Protection Institute.

The site then provides supposedly "award-winning" print ads, TV spots, and desktop wallpapers. **Caution:** A few of the ads are not appropriate for use in a middle school/high school setting. So, as a teacher, don't just tell your students to go to the site to check out the campaigns. There are some very funny, appropriate examples you **can** share, though.

Case Study Press Release—From the Fruitcake Protection Institute



What do you associate with the holiday season? Your fellow man? Family and Friends? Gifts? What about fruitcake? That was just the problem the Fruitcake Protection Institute (FPI) presented to [anonymous].

With their audience eroding ... brand recognition in the single digits ... and sales at an all-time low ... FPI asked us to re-establish fruitcake as the holiday gift of the season. It was no simple task.

After extensive focus groups, months of taste-testing and a state-of-the-art usability study, we came up with an innovative positioning that put fruitcake (and related fruitcake-like foods) back on the holiday map. Click on the links below for our award-winning campaign, "Fruitcake: The Holiday Food Everyone Can Love."

To make the FPI case study seem even more "realistic," there is even a full-length press release. Some excerpts from it give you a sense that this isn't reality in any form.

Campaign Announcement Press Release Excerpts

[anonymous] Productions, a leading integrated advertising agency, was recently named agency of record for the Fruitcake Protection Institute (FPI), the \$5 billion trade association responsible for fruitcake advertising worldwide.



"It's really quite a coup for the agency," enthused Creative Director Matthew Peacock. "Yeah, we had a lot of work already. But the FPI! I mean, clients like this don't come along every day."

Work on the account began several months ago, resulting in the award-winning "The Holiday Food Everyone Can Love" campaign. "We looked at a lot of agencies," noted FPI CEO Marty Fufkin. "But when it came down to really understanding the essence of the fruitcake brand, [anonymous] was the clear choice. Not to mention their skill at driving sales. America has gone fruitcake crazy and revenues have been astronomical." In fact, sales of fruitcake have gone up as much as 275% in some markets ... and have even shut down at least one metropolitan area for almost 5 hours.